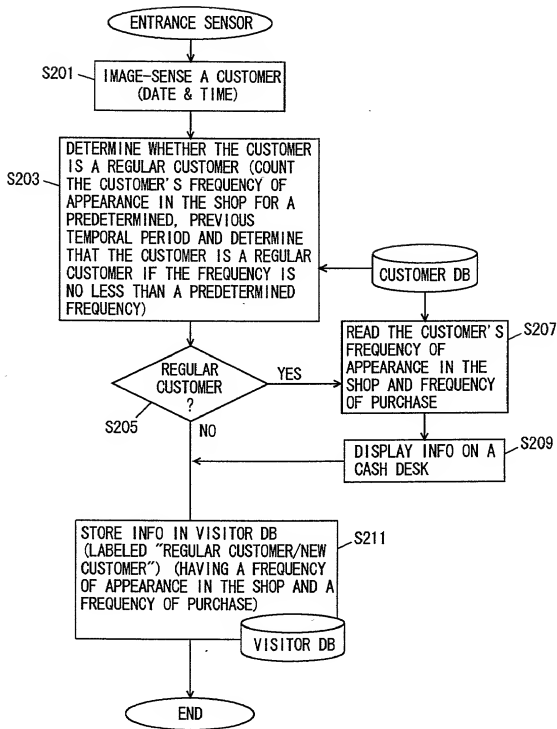


TRANSMIT THE FOLLOWING
DATA FOR EACH CUSTOMER
- PURCHASE/NON-PURCHASE

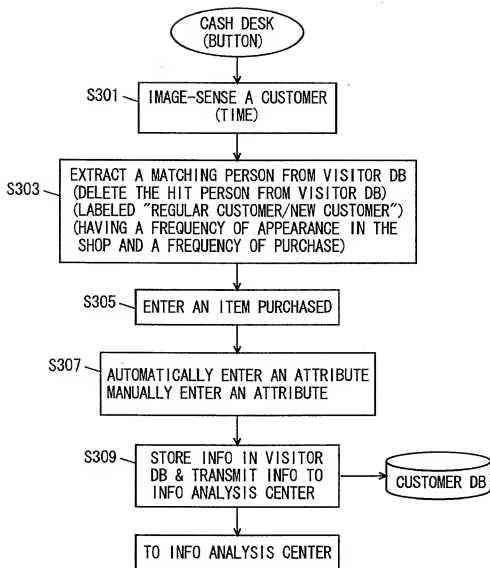


FIG. 2



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FIG. 3



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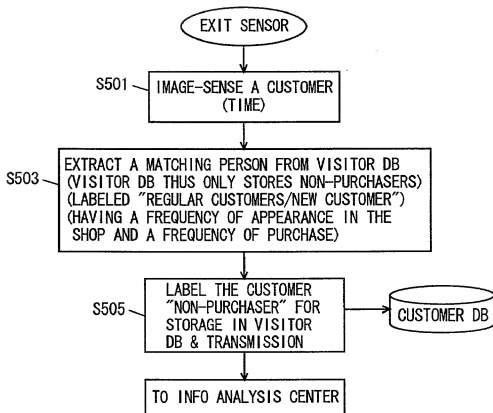
FIG. 4A

PURCHASER
REGULAR CUSTOMER
SEX
AGE BRACKET
TIME & DATE OF APPEARANCE IN THE SHOP
TIME WHEN ENTERING THE SHOP
TIME WHEN LEAVING THE SHOP
FREQUENCY OF APPEARANCE IN THE SHOP
FREQUENCY OF PURCHASE
PURCHASED ITEM

FIG. 4B

PURCHASER
NEW CUSTOMER
SEX
AGE BRACKET
TIME & DATE OF APPEARANCE IN THE SHOP
TIME WHEN ENTERING THE SHOP
TIME WHEN LEAVING THE SHOP
PURCHASED ITEM

FIG. 5



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FIG. 6A

NON-PURCHASER
NEW CUSTOMER
SEX
AGE BRACKET
TIME & DATE OF APPEARANCE IN THE SHOP
TIME WHEN ENTERING THE SHOP
TIME WHEN LEAVING THE SHOP

FIG. 6B

NON-PURCHASER
REGULAR CUSTOMER
SEX
AGE BRACKET
TIME & DATE OF APPEARANCE IN THE SHOP
TIME WHEN ENTERING THE SHOP
TIME WHEN LEAVING THE SHOP
FREQUENCY OF APPEARANCE IN THE SHOP
FREQUENCY OF PURCHASE
PURCHASED ITEM

FIG. 7

TABLE 1

ATTRIBUTE	MALE	<APP. 10 YRS. OLD	<APP. 20 YRS. OLD	<APP. 30 YRS. OLD	<APP. 60 YRS. OLD	<APP. 80 YRS. OLD	FEMALE
	REGULAR CUSTOMER	NEW CUSTOMER	REGULAR CUSTOMER	NEW CUSTOMER	REGULAR CUSTOMER	NEW CUSTOMER	
PURCHASER							
NON-PURCHASER							

FOR A PREDETERMINED TEMPORAL PERIOD

- THE NUMBER OF PEOPLE
- THE ITEM(S) THEY HAVE PURCHASED PREVIOUSLY
- THE DISTRIBUTION OF THE TIME POINT WHEN THEY ENTERED THE SHOP
- THE DISTRIBUTION OF THE TIME PERIOD THEY STAYED IN THE SHOP
- THE DISTRIBUTION OF THE FREQUENCY THEY CAME TO THE SHOP

7b

FOR A PREDETERMINED TEMPORAL PERIOD

- THE NUMBER OF PEOPLE
- THE ITEM(S) THEY HAVE PURCHASED
- THE DISTRIBUTION OF THE TIME POINT WHEN THEY ENTERED THE SHOP
- THE DISTRIBUTION OF THE TIME PERIOD THEY STAYED IN THE SHOP
- THE DISTRIBUTION OF THE FREQUENCY THEY CAME TO THE SHOP

7a

FOR A PREDETERMINED TEMPORAL PERIOD

- THE NUMBER OF PEOPLE
- THE ITEM(S) THEY HAVE PURCHASED
- THE DISTRIBUTION OF THE TIME POINT WHEN THEY ENTERED THE SHOP
- THE DISTRIBUTION OF THE TIME PERIOD THEY STAYED IN THE SHOP

7c

FOR A PREDETERMINED TEMPORAL PERIOD

- THE NUMBER OF PEOPLE
- THE DISTRIBUTION OF THE TIME POINT WHEN THEY ENTERED THE SHOP
- THE DISTRIBUTION OF THE TIME PERIOD THEY STAYED IN THE SHOP

7d

F I G. 8

TABLE 2

TIME OF PURCHASE		MORNING				AFTERNOON			
PURCHASER ATTRIBUTES	MALE				MALE				
	<APP. 10 YRS. OLD	<APP. 20 YRS. OLD		<APP. 10 YRS. OLD	<APP. 20 YRS. OLD		
	REGULAR CUSTOMER		NEW CUSTOMER	REGULAR CUSTOMER	NEW CUSTOMER	REGULAR CUSTOMER	NEW CUSTOMER	REGULAR CUSTOMER	NEW CUSTOMER
	NAME OF ITEM								
	NAME OF ITEM								
	NAME OF ITEM								

FIG. 9

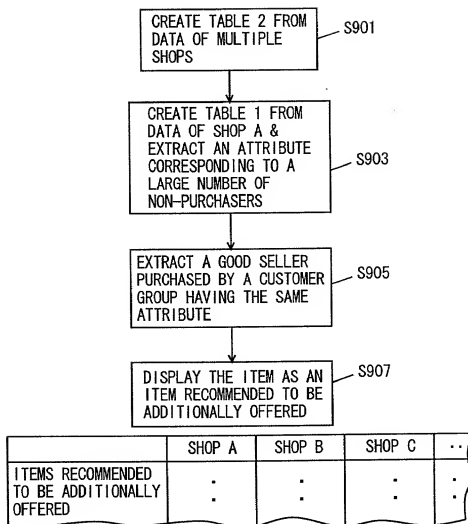


FIG. 10

CREATE TABLE 1 FROM DATA OF SHOP A
& EXTRACT AN ATTRIBUTE CORRESPONDING
TO A LARGE NUMBER OF NON-PURCHASERS S1001

CREATE TABLE 2 FROM DATA OF SHOP A S1003

EXTRACT THE NAME AND SALE OF AN
ITEM PURCHASED BY CUSTOMERS HAVING
THE EXTRACTED ATTRIBUTE S1005

EXTRACT A SHOP HAVING A LARGE
NUMBER OF CUSTOMERS WITH THE
EXTRACTED ATTRIBUTE S1007

CREATE TABLE 2 FOR THE EXTRACTED
SHOP & EXTRACT THE NAME AND SALE OF
AN ITEM PURCHASED BY CUSTOMERS
HAVING THE EXTRACTED ATTRIBUTE S1009

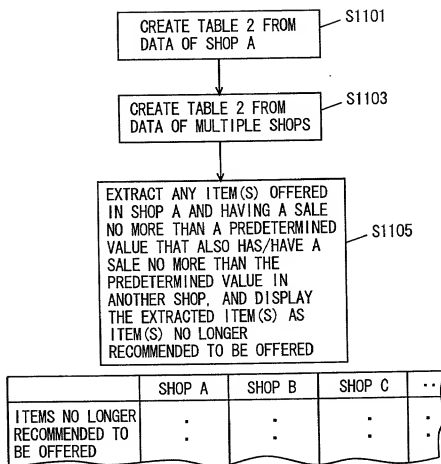
CALCULATE THE DIFFERENCE BETWEEN
THE ITEM/SALE EXTRACTED AT S1009
AND THOSE EXTRACTED AT S1005 &
EXTRACT AN ITEM EXTRACTED AT S1009
BUT NOT AT S1005 AND HAVING A SALE
OF AT LEAST A PREDETERMINED AMOUNT S1011

DISPLAY THE ITEM AS AN
ITEM RECOMMENDED TO BE
ADDITIONALLY OFFERED S1013

	SHOP A	SHOP B	SHOP C	..
ITEMS RECOMMENDED TO BE ADDITIONALLY OFFERED

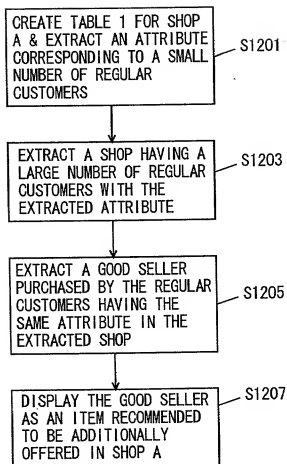
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FIG. 11



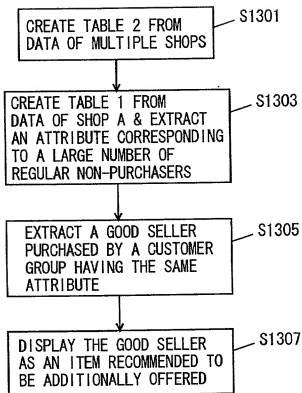
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FIG. 12



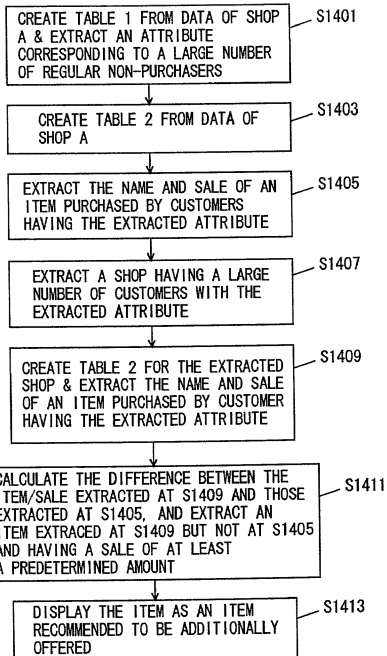
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FIG. 13



	SHOP A	SHOP B	SHOP C	..
ITEMS RECOMMENDED TO BE ADDITIONALLY OFFERED

FIG. 14



	SHOP A	SHOP B	SHOP C	..
ITEMS RECOMMENDED TO BE ADDITIONALLY OFFERED